

**“...together we can work
wonders in making our
regional reality a very
bright one.”**

Cooperation — A Regional Reality



**Metropolitan
Affairs
Coalition**



Cooperation — A Regional Reality



METROPOLITAN AFFAIRS COALITION
Regional Solutions for Regional Issues

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Letter from the Chairperson

Cooperation — A Regional Reality



Never has regional problem solving been so important. Virtually every day we see issues and problems in the newspaper or electronic media that emphasize a critical imperative — work together regionally or fail together regionally.

Whether it is the quality of our water, the condition of our roads and highways, the ability to move workers with public transit, enjoying nature, taking advantage of cultural amenities, or a multitude of other challenges, it is clear regional cooperation is a necessity. If we don't work together, the price is high. Our quality of life will diminish. Our economic and job prospects will decline. The future we leave our children will not be as promising.

In my mind there is good cause for optimism. This regional reality is increasingly being recognized. The realization that no one community alone can solve water pollution is clear. Employers all too well understand that workers travel long distances through many municipalities to reach a job.

And, of course, this regional reality is precisely why Metropolitan Affairs Coalition's mission is so important. Privately funded and working often quietly behind the scenes, MAC is making an important difference through such regional approaches to problem solving as the Greater Detroit American Heritage River Initiative, *SpeedLink* rapid transit, and the Regional Alliance for Firefighter Training.

As you leaf through this booklet, I hope you take a moment to reflect on the crucial role MAC continues to play for our Southeast Michigan community. Because it is, indeed, *one* community in which *all* our future prospects are shared. We count on your good will, support and commitment on this regional mission — together we can work wonders in making our regional reality a very bright one.

Sincerely,

A handwritten signature in dark ink that reads "Richard E. Russell". The signature is fluid and cursive, with the first and last names being more prominent.

Richard E. Russell
Chairperson, Metropolitan Affairs Coalition
Chairman & CEO, Butzel Long



Business
Labor
Government

METROPOLITAN AFFAIRS COALITION
Regional Solutions for Regional Issues

What is MAC?

Metropolitan Affairs Coalition (MAC) is a regional public/private partnership dedicated to enhancing the quality of life and economy of Southeast Michigan. Its members are leaders in business, labor, and government who work cooperatively for a better future for those who live, work, and do business in the metropolitan area.

What does MAC do?

MAC forges solutions to pressing regional issues that cannot be effectively addressed by any one organization or government acting alone. MAC frequently works on projects that transcend municipal boundaries and require cooperative solutions involving diverse groups and constituencies.

How does MAC work?

MAC provides a forum for identifying regional public policy issues, conducting non-partisan research on potential solutions, and working with community partners in implementing specific projects or initiatives. In this capacity, MAC serves as a regional catalyst by facilitating cooperative problem solving, raising needed resources, and stimulating collective action among a variety of public, private, and non-profit organizations.

What has MAC done?

In recent years MAC has worked with a variety of community partners to:

Design a regional rapid transit service, called *SpeedLink*, that can quickly, safely, and cost effectively transport residents, commuters, and visitors throughout the metropolitan area.



Form the Partnership for Economic Independence with the Warren/Conner Development Coalition, a job training and career-coaching program that prepares and helps connect inner-city residents with employers in the regional labor market.



Create the Regional Alliance for Firefighter Training (RAFT) to offer fire and emergency medical services training that better equips firefighters to save lives and property.



Manage the Greater Detroit American Heritage River Initiative to help develop projects revitalizing the 32-mile Detroit Riverfront.

Develop *EZ Ride*, a community-based transportation system that takes Detroiters to jobs and needed services in the city and surrounding suburban areas.



Establish the Training & Employment Connection, a Web-based regional directory of public, private, and nonprofit job training and placement organizations.



SpeedLink Rapid Transit

“We are in direct competition for business, jobs, tourism, conventions, and overall quality of life with other major metropolitan areas, all of which have rapid transit service. SpeedLink offers an excellent opportunity to quickly and cost effectively bring rapid transit to Greater Detroit and address a serious deficiency in our transportation system.”

SpeedLink is a regional network of rapid transit that can serve the greatest number of people, in the least amount of time, for the lowest cost.

Richard E. Rassel
Chairman & CEO, Butzel Long
Chairperson, Metropolitan Affairs Coalition



SpeedLink is an integrated, cost-effective rapid transit system that will offer fast, frequent, comfortable, safe, and efficient transportation to all of metro Detroit's citizens, drivers and non-drivers alike.

It will be a three-tiered system, comprising:

SpeedLink — a train on tires that will deliver frequent rapid transit service seven days per week on a 12-line, 259-mile regional *SpeedLink* network. It would provide cross-town, downtown-to-suburbs, and downtown-to-airport service on Woodward, Gratiot, Grand River, Greenfield, Jefferson, Michigan, Van Dyke, Fort, 8 Mile, Telegraph, M-59, and Big Beaver/Metro Parkway.

InterLink — traditional buses for longer journeys that don't require high-speed service, or for journeys linking one high-speed line with another.

HomeLink — flexible, neighborhood-based service using smaller vehicles to take people to local stores, medical facilities, schools, and parks as well as *SpeedLink* stations.



Vehicle interior

SpeedLink is another regional initiative that Metropolitan Affairs Coalition developed in partnership with others. MAC spearheaded the concept because metropolitan Detroit's lack of rapid transit places it at a distinct competitive disadvantage with other regional economies in the ability to efficiently move residents, visitors, and workers.

Concept Meets Regional Needs

MAC's research demonstrated that it would be technically feasible and, more importantly, cost effective to meet regional needs for rapid transit by using the *SpeedLink* approach.

Key Part of Public Dialogue

MAC effectively communicated the *SpeedLink* proposal throughout Southeast Michigan. In doing so, MAC brought to the forefront of public policy debate

one of the most promising options for enhancing public transportation. The region is now seriously considering a new and cost-effective form of rapid transit and joining about 20 other metropolitan areas in this country that are planning for and implementing this innovative transit service.

On the Road to Becoming Reality

MAC succeeded in having *SpeedLink* included in the Regional Transit Plan adopted by the Southeast Michigan Council of Governments (SEMCOG) an important step toward making it eligible for future federal funding. Moreover, MAC helped ensure that *SpeedLink* is one of the rapid transit alternatives that will be assessed for application in the Detroit to Metropolitan Airport corridor under a federally funded project beginning in 2002.



Boarding station

Regional Cooperation in Public Service Delivery

“It’s extremely difficult and expensive to train firefighting and rescue crews in the latest techniques, many of which require closely coordinated teamwork as well as expertise in complex technologies.

MAC’s support of RAFT has helped make more of this sophisticated training possible for communities
**Supporting a Regional System
in Southeast Michigan.”
for Firefighter Training**

Richard Marinucci
Fire Chief, Farmington Hills & RAFT Chairperson



All photos: Highlights of firefighters during Regional Alliance for Firefighter Training competition.

MAC helped establish the Regional Alliance for Firefighter Training (RAFT) to encourage a regional approach to fire service training. Today’s firefighter must be highly trained in technical and sophisticated methods to effectively fight fires, provide medical treatment, and mount a wide range of aid and rescue operations. RAFT, a regional coalition of fire departments and community colleges, delivers high-quality training that would



not be available on a community-by-community basis. A highlight of RAFT’s programming each year is the *Regional Extrication Learning Symposium & Team Challenge*, where teams of municipal firefighters compete to see who is the fastest at safely extricating victims (in this case, mannequins) from brand new Ford vehicles that have been crushed to simulate accident conditions.

Regional Cooperation in Public Service Delivery

“Recognizing governments that collaborate with their neighbors is important. MAC’s support of these projects encourages more municipalities to look beyond their borders for more effective ways of doing the public’s business.”

Rewarding Regional Collaborations

James F. Connelly

Director of Regional Relations, DTE Energy - Detroit Edison/Michigan

Each year MAC joins with SEMCOG, the Southeast Michigan Council of Governments, to recognize local governments, school districts, and private or nonprofit organizations that are working together to improve quality of life and conserve limited public funds. The 2001 *Joint Public Services Awards Program* recognized four winners in three categories:



Ted Wahby, volunteer chairperson of the Southeast Macomb Sanitary district, received the *Individual Leadership Award* for fostering collaborative efforts to improve water quality in Lake St. Clair.



The *Outstanding Public/Private Partnership Award* went to: the **AAA Road Improvement Demonstration Project**, for a collaboration involving AAA and a number of public sector organizations to reduce accidents at high-crash intersections; and the



Carver Subdivision Revitalization Project, where public and private organizations collaborated and pooled resources to renovate an older residential area in Westland, Michigan.



The Chelsea Area Regional Plan received the *Outstanding Joint Public Service Project Award* by providing a model for how communities can work together in managing issues related to rapid growth.

Greater Detroit American Heritage River Initiative

MAC manages and facilitates this federally designated initiative that is concentrating its efforts on making this tremendous natural asset a focal point of our region. Under the guidance of an Executive Committee chaired by Peter Stroh, and with the significant energies and expertise of

River Navigator John Hartig, the American Heritage River (AHR) program, with MAC's support, has helped community partners tap technical assistance and leverage almost \$10 million in public and private resources for numerous river-related projects. A wide range of projects are now underway along the

32-mile Detroit Riverfront. These projects, when taken together, are making a real difference in transforming this significant resource into a regional asset that improves Southeast Michigan's quality of life and makes the area more competitive with other metropolitan regions in attracting new businesses and workers.

“With significant help from MAC, AHR is helping to transform the Detroit Riverfront Greenways Become Reality a network of trails, parks, and green spaces of which area residents can be proud.”

With the initiative's assistance, greenways are developing up and down the Detroit River. The City of Trenton is constructing three riverfront parks as part of its Trenton Linked Riverfront Parks Project. Funding was acquired to construct the Brownstown-Flat Rock-Rockwood East-West

Connector that provides five miles of recreational trails, and links together about 25 miles of existing trails connecting over 4,800 acres of parkland to the lower Detroit River. Detroit has constructed an impressive

Civic Center Riverfront Promenade in the center of downtown, and General Motors has made the Detroit River its front door with a magnificent riverfront promenade and public hall called the Wintergarden.



Waterfowl

“The joint American / Canadian effort to transform the lower Detroit River as a special area of unimpaired natural resources distinguishes us from just any other river.”

First International Wildlife Refuge Created



Mud Island dedication ceremony

Greater Detroit American Heritage River Initiative



From far left: Crystal and Stony Islands (north end), Sugar Island (south shore), Grosse Ile, and GM's Wintergarden.

the Detroit Riverfront into
idents can be very proud.”

Peter W. Stroh
Director
The Stroh Companies, Inc.
Chair
AHR Executive Committee



Canadian conservation vision and the federal designation of the
an international refuge are truly outstanding accomplishments.
nique habitat and wildlife is a wonderful regional resource which
just about any other major metropolitan region.”

Deborah I. Dingell
Executive Director, Washington & Public Affairs, General Motors Corporation

The lower Detroit River is truly a special wetland habitat for fish, birds, and other wildlife. The area is a prime corridor for waterfowl migration, for example, with an estimated 300,000 diving ducks resting along the river during their fall migration from Canada. With Greater Detroit AHR Initiative support, the lower Detroit River

Conservation Vision was jointly established with Canada to protect this sensitive area. The vision took a major step forward with President Bush's subsequent designation of the Detroit River International Refuge. And with AHR's help, the private sector made a major contribution to the vision with National Steel Corporation's

donation of Mud Island to the U.S. Fish and Wildlife Service. Another milestone in creating the vision occurred when AHR helped facilitate the acquisition of North American Wetlands Conservation Act funding to purchase Calf Island in the lower Detroit River for public recreation and conservation purposes.

Greater Detroit American Heritage River Initiative



Revitalization of Belle Isle Begun

“There are few more important resources than Belle Isle. It’s a regional as well as city resource and it’s great to see MAC and the Greater Detroit American Heritage River Initiative partnering to restore it to its former glory.”

Thomas Linn
CEO

Miller, Canfield, Paddock and Stone

A new gleam and shine is being added to Belle Isle, the crown jewel of Detroit’s park system, with the help of the Greater Detroit American Heritage River Initiative. Designed in 1883 by Central Park architect Frederick Law Olmstead, Belle Isle is a 980-acre island-park located close to downtown Detroit that offers spectacular views of the city, Canada, the Ambassador Bridge, and river traffic. With AHR’s assistance, a true transformation of this historic recreation resource is



From top left to bottom right: Belle Isle fountain, Flynn Pavilion grant ceremony, Belle Isle (aerial), Belle Isle (shoreline).

underway. For example, AHR was instrumental in the park acquiring a \$500,000 National Park Service grant for restoring Flynn Pavilion and reopening it as a canoe/bicycle/skating rental facility. AHR also partnered with others to create a unique memorial wildlife garden adjacent to the Belle Isle Nature Center which provides educational opportunities for students and adults. And the initiative helped undertake a demonstration project to restore shoreline habitat along Lake Muskoday on Belle Isle.



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The generous investments of business and labor demonstrate the strong public and private spirit that MAC relies on to support its regional problem solving mission. The following 2001 investors helped the MAC partnership continue its work on regional issues. For all of this support, MAC extends its sincere appreciation.

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Special Project Support

The **SpeedLink** project was made possible through the additional support of the **DaimlerChrysler Corporation Fund**, the **Hudson-Webber Foundation**, and the **McGregor Fund**.

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METROPOLITAN AFFAIRS COALITION
Regional Solutions for Regional Issues

Metropolitan Affairs Coalition (MAC) is a public/private partnership of business, labor and governmental leaders that facilitates solutions to regional issues affecting the quality of life and economic vitality of Southeast Michigan.

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May 2002